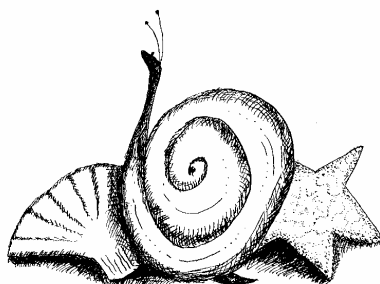


**2008/2009**

# **WHALE TAIL<sup>SM</sup> Competitive Grants Program**



## **Guidelines and Application Forms**

*Funded by:*

**The WHALE TAIL<sup>SM</sup> License Plate Program**



*A Project of:*

**The California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105  
(415) 904-5200  
<http://www.coastal.ca.gov>**

# **2008/2009 WHALE TAIL<sup>SM</sup>**

## **COMPETITIVE GRANTS PROGRAM**

### ***GUIDELINES AND APPLICATION FORMS***

#### **INTRODUCTION**

The California Coastal Commission's WHALE TAIL<sup>SM</sup> grants support programs that teach California's children and the general public to value and take action to improve the health of the state's marine and coastal environments. Adopt-A-Beach programs, as well as other beach maintenance and coastal habitat restoration projects that have an educational component, are also eligible for the grants.

#### **BACKGROUND**

This program distributes funds from sales of the California Coastal Commission's WHALE TAIL<sup>SM</sup> Coastal Protection License Plate, an official "specialty" license plate issued by the Department of Motor Vehicles for cars registered in California. Proceeds from the sales of the plates benefit the California Coastal Commission's Adopt-A-Beach Program, California Coastal Cleanup Day, and a wide variety of coastal and marine education projects throughout the state.

In 1998, the Coastal Commission started the WHALE TAIL<sup>SM</sup> Competitive Grants Program, along with a second competitive grants program – the Adopt-A-Beach Grants Program. The Adopt-A-Beach grants focused on strengthening and innovating Adopt-A-Beach programs, in which participants pledge to clean "their" beach three times during the year (although school groups can fulfill their commitment with one cleanup); the other WHALE TAIL<sup>SM</sup> grants were more general and funded a broad range of marine and coastal education projects. The Coastal Commission has since merged the two grant programs, and funding is now available for either type of project. Attachment A is a list of sample grant recipients.

The California Coastal Commission is a state regulatory and planning agency that operates under the 1976 Coastal Act to manage the conservation and development of coastal resources in California. The Commission's Public Education Program works to increase public knowledge of coastal and marine resources and to engage the public in coastal protection and restoration activities.

#### **OTHER RESOURCES**

In addition to this grantmaking program, the Coastal Commission's Public Education Program offers other resources to strengthen coastal and marine education programs. These include a video loan library, the "Waves, Wetlands, and Watersheds" classroom and community activity guide, and the "Save Our Seas" curriculum on marine debris. For more information, visit [www.coastforyou.org](http://www.coastforyou.org). All items are free of charge and are available by contacting Public Education staff at [coast4u@coastal.ca.gov](mailto:coast4u@coastal.ca.gov) or (800) COAST-4U.

## PROGRAM OVERVIEW

- **Size of Grants:** any amount up to \$50,000 (25-50% of the funding will be allocated in small grants under \$10,000). A total of \$404,000 will be distributed.
- **Categories of Grants:** The WHALE TAIL<sup>SM</sup> Grants Program will fund projects that fall into any one of the following three categories: 1) Adopt-A-Beach programs; 2) youth programs; 3) programs for the general public.
- **Format:** Applications must be submitted on the attached application forms with attachments. Please print double-sided and use minimal packaging wherever possible.
- **Deadline for Applications (must be postmarked by): November 15, 2008.** Proposals may not be submitted via fax or e-mail.
- **Project Selection:** Staff will review all proposals and make recommendations to the Coastal Commission, which will vote at its February 2009 meeting (tentative date).
- **Notification:** Applicants will be notified following the Commission vote, most likely by the end of February 2009.

## ELIGIBILITY OF APPLICANTS AND PROJECTS

Applicants must be either a non-profit organization or a government entity. For beach operation and maintenance projects, the applicant must be a non-profit organization or *local* government agency. For Adopt-A-Beach proposals, both current and new Adopt-A-Beach managers are eligible.

Grants will not be awarded to provide for an organization's general, ongoing administrative costs, or to fund advocacy work.

Grants cannot be awarded to programs that limit participation to a single gender (e.g. Girl Scout troops that do not include boys in their activities). Grants cannot be awarded for projects that include religious content in their programming.

The WHALE TAIL<sup>SM</sup> Grants Program focuses on coastal and marine environments. If a project will take place in an inland area or on a bay, the proposal should address how the connections between these environments and the coast and ocean will be emphasized and how education about the ocean will be included.

Grant funds will be allocated primarily for projects not yet funded by this program, but some repeat grants will also be considered. Proposals for repeat grants should describe what was accomplished through the previous grant and how the new proposal builds on the previous work.

## QUESTIONS?

We encourage applicants to contact the Commission's Public Education Program in advance of submitting an application. Please contact Sylvie B. Lee at (415) 904-5271 / [slee@coastal.ca.gov](mailto:slee@coastal.ca.gov); or Chris Parry at (415) 904-5208 / [cparry@coastal.ca.gov](mailto:cparry@coastal.ca.gov).

Also contact the Coastal Commission Public Education staff if you are interested in starting a new Adopt-A-Beach Program in an area that does not currently have a program. Adopt-A-Beach Managers are designated by the Commission staff to operate the program in a particular geographic area and serve as the liaison with the Commission. Local Adopt-a-Beach Managers have adapted, modified and added to the program to fit their interests and talents.

## CRITERIA FOR SELECTING GRANT RECIPIENTS (out of 100 points)

- 1. Educational Component (25 points):** Projects funded under this program should have a strong, high-quality educational component involving the marine or coastal environment. We encourage experiential, hands-on learning where possible. Projects aiming to improve the quality of beaches or other coastal habitats will be considered as well.
- 2. Need (15 points):** Projects that reach audiences in underserved communities, including multicultural and inland areas, are especially encouraged.
- 3. Project Concept (30 points):** We seek sound concepts and creative and innovative approaches that are potentially expandable or applicable in other geographic areas. The degree of impact relative to the cost will also be taken into consideration. Up to 5 points of extra credit will be awarded if the project seems likely to continue after the grant has ended.
- 4. Proposal Content (30 points):** The proposal should demonstrate that the concept has been fully thought out and developed into a concrete project with clearly stated goals, objectives, project design, and method of implementation. A method for evaluating the project's success should be included, as should detailed and accurate cost information. The likelihood of the project's successful completion will be considered, as well as the strength of the organization's track record.

## RULES FOR GRANT AWARDS

Conditions for grant awards will include the following:

- Grantee agrees to put the California Coastal Commission logo on any promotional materials produced for the program.
- Grantee agrees to hold the California Coastal Commission harmless.
- Grantee agrees to use waiver of liability forms developed by the California Coastal Commission (or the equivalent) where appropriate.
- Funds cannot be used to purchase food, beverages, prizes or cash gifts, insurance, or items that will be sold.
- Projects may be of any length as long as funding concludes by April 15, 2011.
- Amount in grant for indirect costs (see page 6 for definition) must be capped at 10% of amount in grant for employee salaries and benefits.

## OTHER GRANT REQUIREMENTS

1. **Administrative.** The grantee must assume responsibility for administering the project, including: employing any necessary staff or consultants, maintaining complete accounting and time records, and providing fiscal management.

In preparing the grant application, applicants should refer to Attachment B (Sections 3.17.1 and 3.17.2 A of the State Contracting Manual). If awarded a grant, all contracts with the state, and any subcontract under the grant, must comply with all provisions of the State Public Contract Code.

2. **Payment.** Grant funds will **not** be available in advance of expenditures. Expenses will be **reimbursed** no more than once per month upon submission of an invoice by the grantee. Reimbursement will be dependent upon successful completion of work as set out in the proposal.

3. **Schedule.** Because the funds for these grants were appropriated in FY 2008/2009, which ends on June 30, 2009, proposals must include work tasks that begin before June 30, 2009.

## APPLICATION PROCEDURE

A complete application package will consist of **an original and one copy** of the following materials:

1. Application Summary (see attached form).
2. A 2-4 page **project description** (written in at least an 11-point font), including the following information: (a) the goals and objectives of your project; (b) details of how the project will be carried out (including any plans for community outreach and publicity); (c) a statement of need for the proposed project; (d) a statement of need for the requested funding; (e) a description of the audience (number of people, ages, demographics) and geographic area served by your project; (f) the techniques that will be used to evaluate project success relative to each goal and objective; and (g) permits required (if any).
3. A **tasklist and timeline** for the project. (Bear in mind that funds will not be available until March of 2009 and work tasks must be scheduled to begin before June 30, 2009.)
4. A **budget** (using the provided Application Budget Form or a similarly formatted budget page).
5. A **resolution from the applicant's governing body** that contains the following authorizations: authority to submit the proposal, authority to enter into a contract with the California Coastal Commission if the grant is awarded, and designation of the applicant's authorized representative (name and title). If the authority to perform such tasks has already been delegated by the governing body, a letter from the person who has that delegated authority is sufficient.
6. A **description of the applicant's organization**, including:
  - the year it was founded,
  - its qualifications for undertaking the proposed project,
  - the qualifications of key staff assigned to the project,
  - the organization's current annual budget including sources of funds (budget information is not necessary for public schools or government agencies), and
  - the names and occupations of board members or organization leaders.
7. The following **attachments**:
  - (a) For non-profits, proof of non-profit status in the form of an exemption letter from the IRS or California Franchise Tax Board.
  - (b) A project site list and/or map.
  - (c) Brochures from the applicant's organization, plus any other supporting material you would like to provide such as newsletters, press clippings or letters of support. Any letters of support may be addressed to "California Coastal Commission" or "Whale Tail Grants Review Panel."

**Submit complete application packages to:**

WHALE TAIL *Grants Program*  
California Coastal Commission  
45 Fremont St. Suite 2000  
San Francisco, CA 94105

## WHALE TAIL<sup>SM</sup> Grants Program

### APPLICATION SUMMARY

1. Applicant Organization: \_\_\_\_\_
2. Name and Title of Contact Person \_\_\_\_\_
3. Address:  
\_\_\_\_\_  
\_\_\_\_\_
4. Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_
5. Website: \_\_\_\_\_
6. Project Title: \_\_\_\_\_
7. Brief Project Summary:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
8. Number of people who will be served by the project (estimated) \_\_\_\_\_
9. Requested Amount: \$ \_\_\_\_\_
10. Total Project Budget: \$ \_\_\_\_\_
11. Number of Months Required to Complete Project: \_\_\_\_\_  
Start date: \_\_\_\_\_ End date: \_\_\_\_\_
12. Is your organization a ☐ non-profit corporation? ☐ government agency? ☐ school?
13. How did you find out about this grants program? \_\_\_\_\_
14. Proposal Prepared by: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# WHALE TAIL<sup>SM</sup> Grant Application Budget Form

## PROPOSED BUDGET

(The applicant does not need to use this form, but should follow the general structure.)

Organization Name: \_\_\_\_\_

Project Title: \_\_\_\_\_

Requested Amount (\$50,000 maximum): \$ \_\_\_\_\_

	Grant Request Budget	Total Project Budget (if different)
<b>Personnel:</b>		
Salaries and Wages <sup>(1)</sup>	_____	_____
Benefits <sup>(2)</sup>	_____	_____
<i>Total Personnel</i>	_____	_____
<b>Operating Expenses</b>		
Postage/Shipping	_____	_____
Supplies/Materials <sup>(3)</sup>	_____	_____
Travel <sup>(4)</sup>	_____	_____
Indirect Costs <sup>(5)</sup>	_____	_____
Other:	_____	_____
_____	_____	_____
<i>Total Operating Expenses</i>	_____	_____
<b>Total Budget</b>	_____	_____

<sup>(1)</sup> Attach an explanation of rate(s) and hours for each position for which funds are being requested.

<sup>(2)</sup> Amount requested for benefits not to exceed 35% of amount requested for salary or wage.

<sup>(3)</sup> Include a list of the major supplies and materials and how much they cost.

<sup>(4)</sup> Personal vehicle travel reimbursement paid at the rate of 48.5 cents/mile.

<sup>(5)</sup> Indirect costs include, for example, a pro rata share of rent, utilities, and salaries for certain positions indirectly supporting the proposed project but not directly staffing it. Amount requested for indirect costs should be capped at 10% of amount requested for "Total Personnel."

## Examples of Past WHALE TAIL<sup>SM</sup> Grants

<b>• Aquatic Adventures Science Education Foundation</b>	<b>\$9,500</b>
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***Project Title:***            ***SEA Series***

***Project Location:***      ***San Diego***

The SEA Series program stands for “Science, Education and Awareness.” In this program, staff provide 4-6 classroom visits to elementary students at highly underserved schools in San Diego. Each grade level receives lessons with a different theme, such as “Wetland Avengers” for fourth graders or “Invert Investigators” for third graders. Hands-on activities include using microscopes, building models, dissecting animals, and conducting experiments.

In addition to the classroom visits, each class goes on one field trip such as visiting a salt marsh, exploring a tide pool, or taking a trip on a research boat. They then take a second field trip to conduct a service project such as revegetating sand dunes, removing litter from the streets around their school, or helping restore a river canyon which affects coastal habitats downstream.

Aquatic Adventures also provides participating teachers with curricular materials organized into thematic units, professional development training workshops, and a lending library.

<b>• Golden Gate Audubon Society</b>	<b>\$9,999</b>
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***Project Title:***            ***Inner-City Marine Ecology Project for Families***

***Project Location:***      ***Oakland***

The Golden Gate Audubon Society operates the Eco-Oakland Environmental Education Program in the inner-city community of East Oakland. The organization received a grant from the Coastal Commission one year to develop and implement a marine ecology component for the program, and then later received additional funding to continue and expand it and to translate the program materials into Spanish.

In this project, during the fall, classroom presentations and fieldtrips to a local marsh cover watersheds, ecology, the importance of a healthy marsh, and the marsh’s connection to the marine environment. In the spring and summer, after-school marine ecology programs are offered for students and their parents on topics such as tidepools and the importance of conservation. Weekend field trips take the children and their families to coastal locations such as beaches and tidepools for lessons on marine wildlife, their habitats, ocean floor geology, water quality monitoring, safe fish consumption, and environmental stewardship. In addition, hands-on restoration and pollution reduction activities are offered to the families so they can have the opportunity to take concrete actions to protect their watershed.



• **I Love A Clean San Diego** **\$22,500**

**Project Title:** *San Diego County Adopt-A-Beach Program*

**Project Location:** *San Diego County*

I Love A Clean San Diego works to raise awareness of issues such as pollution prevention, resource conservation, and recycling. ILACSD coordinates San Diego County's Adopt-A-Beach Program as well as the Kids' School Assembly and Beach Cleanup Program, and also serves as a coordinator for Coastal Cleanup Day.

ILACSD received funding to enhance and expand the Adopt-A-Beach program in San Diego County. ILACSD staff are promoting greater participation by recruiting new volunteers to adopt a beach (who do so by committing to clean a particular beach at least three times,) providing interpretive presentations at the beaches and discussing threats to a healthy marine environment, teaching how adopting a beach benefits the coast, conducting media outreach, and recognizing the organizations that adopt beaches by posting signs on the sand at all adopted locations.

In an additional component, ILACSD is also recruiting adopters to clean inland canyons where the river would carry trash down to the coast.

• **UC Cooperative Extension, Santa Barbara County** **\$35,000**

**Project Title:** *Agua Pura Curriculum Project*

**Project Location:** *Santa Barbara County and Statewide*

*Agua Pura: Exploring Salmon and Steelhead in California Communities* is a curriculum developed for 10-15 year-olds with an emphasis on Latino youth in both formal and nonformal educational settings. The curriculum focuses on salmon and steelhead and their need for clean water and healthy watersheds, and encourages participation in service-learning stewardship projects. It emphasizes experiential learning and encourages the students to take leadership in helping improve the health of their local environments. The content is aligned to California State Science Standards for the sixth grade and includes salmon and steelhead habitat, life cycles, current needs, and historical significance and also covers more general scientific topics such as aquatic biology, botany, and geology. Worksheets are printed in both English and Spanish.

The curriculum was developed by the University of California Cooperative Extension 4-H Youth Development Program, in collaboration with a number of other agencies. The curriculum was field-tested, printed, and also made available online.

Training workshops at different California locations instructed educators on use of the curriculum. A grant from the Coastal Commission supported the staff time, travel, and program supplies needed to develop, test, and disseminate the curriculum. A second grant supported conducting in-depth training sessions across California in order to promote further use of this curriculum.

<b>• Bolsa Chica Conservancy</b>	<b>\$35,000</b>
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***Project Title:***            ***Restoration on Little Mesa***

***Project Location:***    ***Huntington Beach***

The Bolsa Chica Conservancy received funding to restore native plants in several sections of the Bolsa Chica Ecological Reserve. The project was undertaken in order restore coastal salt marsh and adjoining upland habitat for native wildlife including several threatened and endangered species. Invasive, non-native plants were removed and replaced with native marsh, upland, and dune species. Plant diversity was increased, thereby increasing the diversity of invertebrate species living among the plants and benefiting the birds that feed in the area.

In a related educational component, the Conservancy created a photographic guide of the plants growing at Little Mesa and the invertebrates found at the Bolsa Chica Wetlands to use in educational programs in schools and at the Bolsa Chica Interpretive Center. The Conservancy also created an educational CD covering lessons on wetland ecology, California wetland endemics, marine ecology, and the importance of conservation.

<b>• Return of the Natives</b>	<b>\$40,535</b>
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***Project Title:***            ***Creeks of Salinas to the Monterey Bay***

***Project Location:***    ***Salinas***

Return of the Natives (RON) Restoration Education Project is the education and outreach branch of California State University Monterey Bay's Watershed Institute. RON restores waterways and land that drain into Monterey Bay.

RON received a grant to address a significant problem at Natividad and Sanborn creeks in Salinas, where residents were leaving large quantities of debris and shopping carts in their local waterways flowing to Monterey Bay. Debris not only pollutes but also prevents the passage of migrating steelhead trout.

Program staff trained local educators on the topics of watersheds, marine science, and marine debris, and then students from those classes and after-school programs learned from the curricula presented to their teachers and visited a creek to help clean it up and restore native plants there. RON also led weekend cleanup and native plant restoration events along the creeks for the general public and for high school students wanting to complete required community service hours.

**STATE CONTRACTING MANUAL****3.17.1 SUBVENTION AID OR LOCAL ASSISTANCE CONTRACT TRANSMITTAL**

A. The Contract Transmittal form, STD 215, for negotiated subvention aid cost-reimbursement types of contracts must:

1. Advise whether the contracting agency, with the advice of the State Personnel Board, has determined that the reimbursable salaries do not exceed salaries payable to state personnel for similar classifications; and
2. Identify the classifications and rates involved if the reimbursable salaries exceed state rates, and state the reason for such higher rates, and how the agency's interests are served by the contract.

**3.17.2. SUBVENTION AID OR LOCAL ASSISTANCE CONTRACT FISCAL CONTROL PROVISIONS**

A. Payment provisions in subvention aid contracts should be on a cost-reimbursement basis with a ceiling specifying the maximum dollar amount payable by the agency. Contracts must set forth in detail the reimbursable items, unit rates, and extend total amounts for each line item. The following information is provided as a guide:

1. Identify and justify direct cost and overhead costs, including employee fringe benefits.
2. Monthly, weekly, or hourly rates, as appropriate, and personnel classifications should be specified, together with the percentage of personnel time to be charged to the contract, when salaries and wages are a reimbursable item.
3. Rental reimbursement items should specify the unit rate, such as the rate per square foot.
4. If travel is to be reimbursable, the contract must specify that the rates of reimbursement for necessary traveling expenses and per diem shall be set in accordance with the rates of the Department of Personnel Administration for comparable classes and that no travel outside the State of California shall be reimbursed unless prior written authorization is obtained from the agency.